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The National Mango Board Receives Prestigious Produce Business Marketing Excellence Award
NMB's Mangover Celebrations campaign is awarded for outstanding creativity and success

Orlando, Fla (September 11, 2014) – The National Mango Board's (NMB) Mangover Campaign has been honored with the Produce Business Marketing Excellence Award for the sixth year in a row in the 2014 competition. The award recognizes innovative produce companies who are revolutionizing the way the produce industry connects its products to the consumers.

Mango + Makeover = Mangover. The NMB's Mangover campaign aimed to motivate and inspire consumers to use mangos in their daily lives. Using mango's colors, texture, aroma, and flavors, the NMB looked to enhance consumers' lifestyles by embodying the bright and colorful mango. Mangover's objective was to help U.S. consumers makeover meals with mangos and the NMB had many outreach efforts to do so. The NMB partnered with celebrity spokesperson, Clinton Kelly, co-host of ABC's lifestyle series "The Chew" and previously co-host of "What Not to Wear," the longest running primetime series on TLC, to garner national media to spread the Mangover message. Kelly motivates consumers to refresh their dishes and upgrade seasonal favorites with the fresh and delicious taste of mango.

In addition to national broadcast and online coverage with Clinton, the NMB also integrated the Mangover campaign into all web and social elements including www.mango.org, www.facebook.com/mangoboard, @Mango_Board as well as Pinterest, Instagram, and YouTube. Social elements included Facebook fan drives, Twitter and Pinterest parties, blogger outreach and much more.

The campaign resulted in a record setting year for the NMB with about 853,513,262 total impressions for quarter 3 and quarter 4 of 2013. The number of social impressions with mango mentions during the same timeframe reached over 334,000,000. The campaign also earned an honorable mention in PR Week Awards and first place in its category at the SABRE (Superior Achievement in Branding Reputation and Engagement) Awards. The ongoing campaign is expected to yield strong results for 2014 as well.

"The purpose of the campaign was for consumers to become more familiar and comfortable with how to incorporate mangos in everyday meals, all while learning how to select, ripen and cut the delicious fruit," stated Megan McKenna, Marketing Director for the NMB. "Clinton Kelly's collaboration along with creative social media content, fun events, and strong coverage in media, has helped place mangos at the top of everyone's everyday grocery list."

For more information about the NMB's consumer marketing program please visit www.mango.org.

About National Mango Board

The National Mango Board is an agriculture promotion group, which is supported by assessments from both domestic and imported mangos. The board was designed to drive awareness and consumption of fresh mangos in the U.S. The superfruit mango contains 100 calories, an excellent source of vitamins A and C, a good source of fiber and an amazing source of tropical flavor.



Mango availability per capita has increased 53 percent since 2005 to an estimated 2.87 pounds per year in 2013. Mango import volume for 2013 was 935 million pounds. Learn more at www.mango.org.